



Positioning GEAR UP Programs for Long- Term Sustainability

**Overview of NCCEP/GEAR UP
Capacity-Building Workshop IV**

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Workshop Overview

- Gain a deeper understanding of how sustainability and institutionalization are achieved.
- Learn strategies to strengthen communications and community building.
- Explore strategies for resource development and fundraising to help meet your match requirement and increase the likelihood that your GEAR UP program will be sustained.
- Provide tools to develop a sustainability strategic plan.



Sustainability

- The state in which programs continue to be implemented after the termination of external funding.

Sustainability = Adaptability

What can we do?

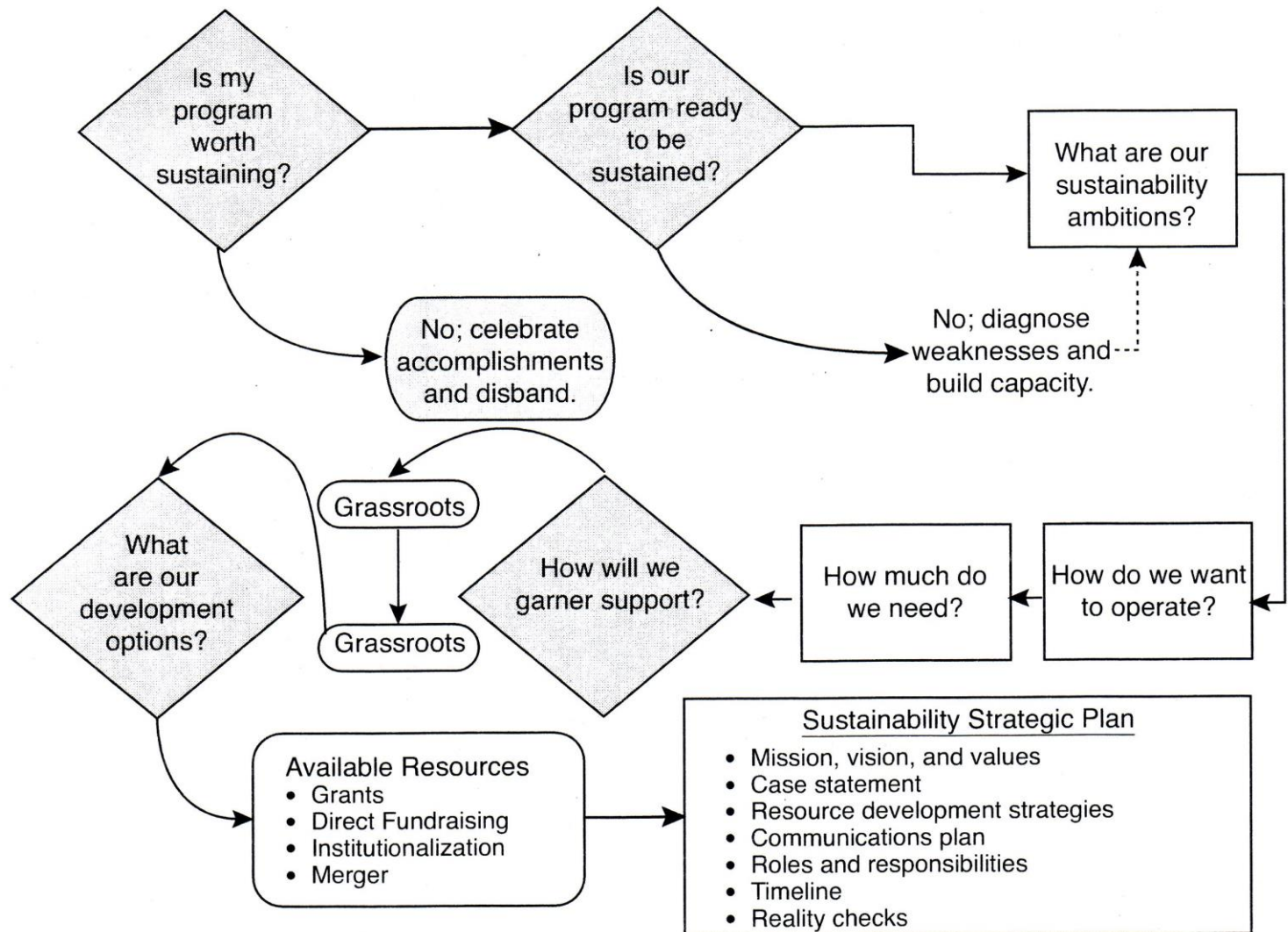
- Recognize windows of opportunity
- Build capacity in key areas
- Leave nothing to chance – create a plan



Parts of the Sustainability Strategic Plan

- Mission, vision and values
- Case statement
- Resource development strategies
- Communications plan
- Roles and responsibilities
- Timeline
- Reality check

Sustainability Logic Model





Maintenance and Adaptability of Sustainability

- Programs can be fully implemented with little or no modification.
 - *Seek external or institutional funding.*
- Combinations of programs may be offered to smaller groups of students.
 - *Seek full support from partners for fewer served.*
- Individual programs may be retained while others are eliminated.
 - *Prioritize programs and seek support for only those that are most valuable.*



Three Developmental Stages of Sustainability

- Establishment Phase
 - *Introducing program and establishing core elements.*
- Maturation Phase
 - *Ensuring program is widely accepted and that implementation is habitual.*
- Evolution Phase
 - *Focusing on growth and improvement of the program.*

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Planning for Sustainability

- Align the program to long-term institutional and/or community goals.
- Align the program to relevant institutional and/or community needs.
- Create and inform supporters through communications and public relations.
- Build community and mobilize local support for advocacy purposes.
- Establish resource development strategies that leverage diverse funding sources and opportunities effectively.

Grasstop Advocates and Institutionalization

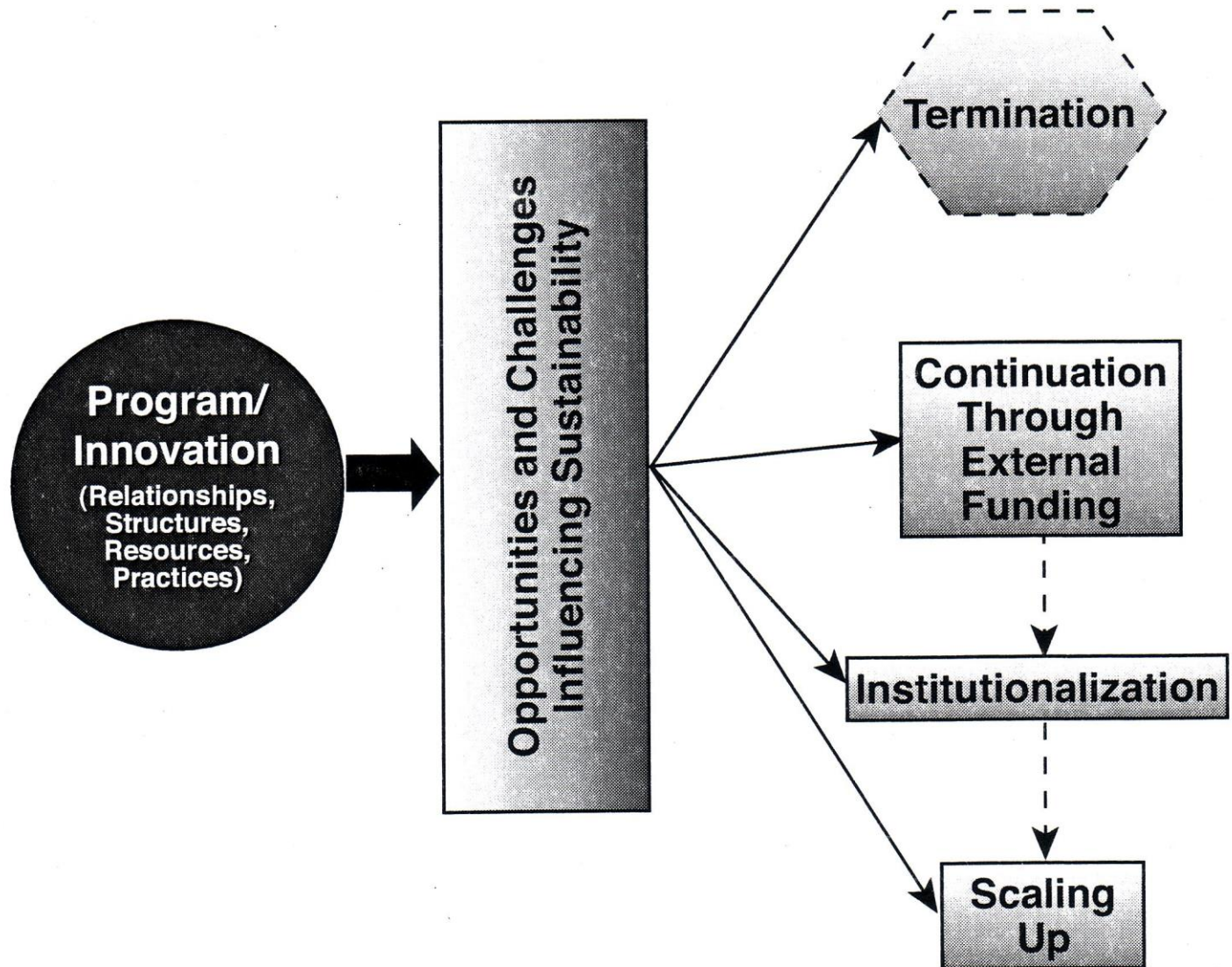
- **Grasstop Advocates** – Highly influential individuals who may persuade policy makers on your behalf
 - *Can they make or break your efforts?*
 - *Do they have a vested interest in your program?*
 - *Is their interest or investment mission-driven, economic, political or ideological in nature?*
 - *What is their preferred method of involvement?*
 - *Who influences their decisions?*



Other Challenges to Address

- Dissipation
- Decision-making Process
- Perception
- Support
- Normative Values
- Changing Contexts
- Research

Conceptual Model for Sustainability Options





Benefits of Community Building

- Perpetuating core program values.
- Increasing awareness and comprehension of the many issues that affect access to higher education.
- Attracting, leveraging, and solidifying community assets in GEAR UP partnerships.
- Creating social and political capital to support college access and GEAR UP programs.



GEAR UP Professional's Responsibilities

- Assess resources available for effective community building.
- Assume responsibility for the planning process.
- Establish relationships with community leaders.
- Encourage community leaders and partners to play leadership roles in the planning, implementation and monitoring processes of the program.
- Create relevance through effective messaging.
- Establish strategic communication streams.



Six Steps to Community Building

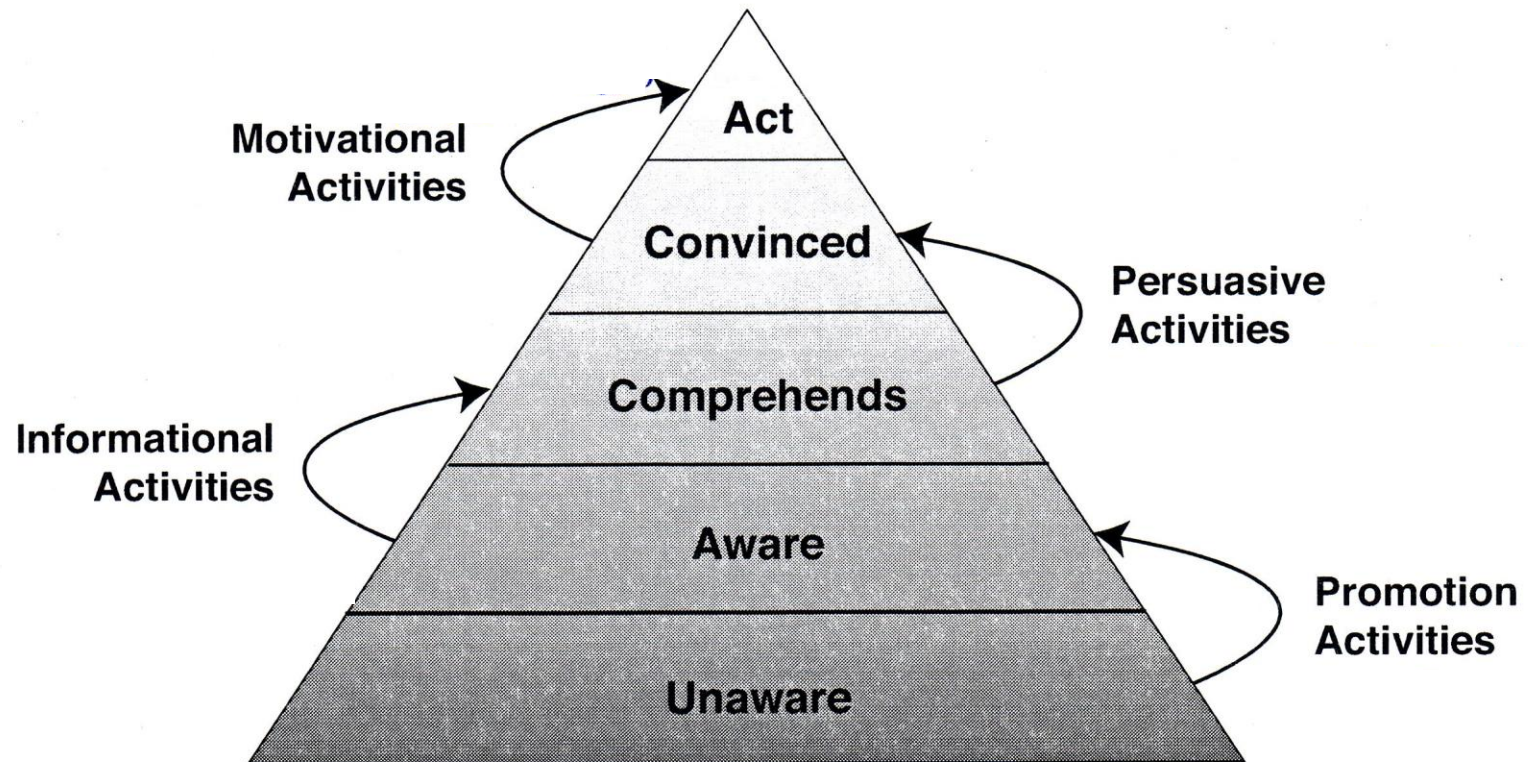
1. Define your community building goals.
2. Define your audience.
3. Create targeted messages.
4. Create communication vehicles.
5. Mobilize the community to champion your program.
6. Create a community building budget.



Define Your Community Building Goals

- Raise awareness of the project, available college access resources, and the value of education.
- Increase the comprehension of issues that facilitate college access.
- Create a unit of community members motivated to participate in program activities, become active leaders engaging others, and participate fully in the educational/political process.
- Establish partnerships and funding support.

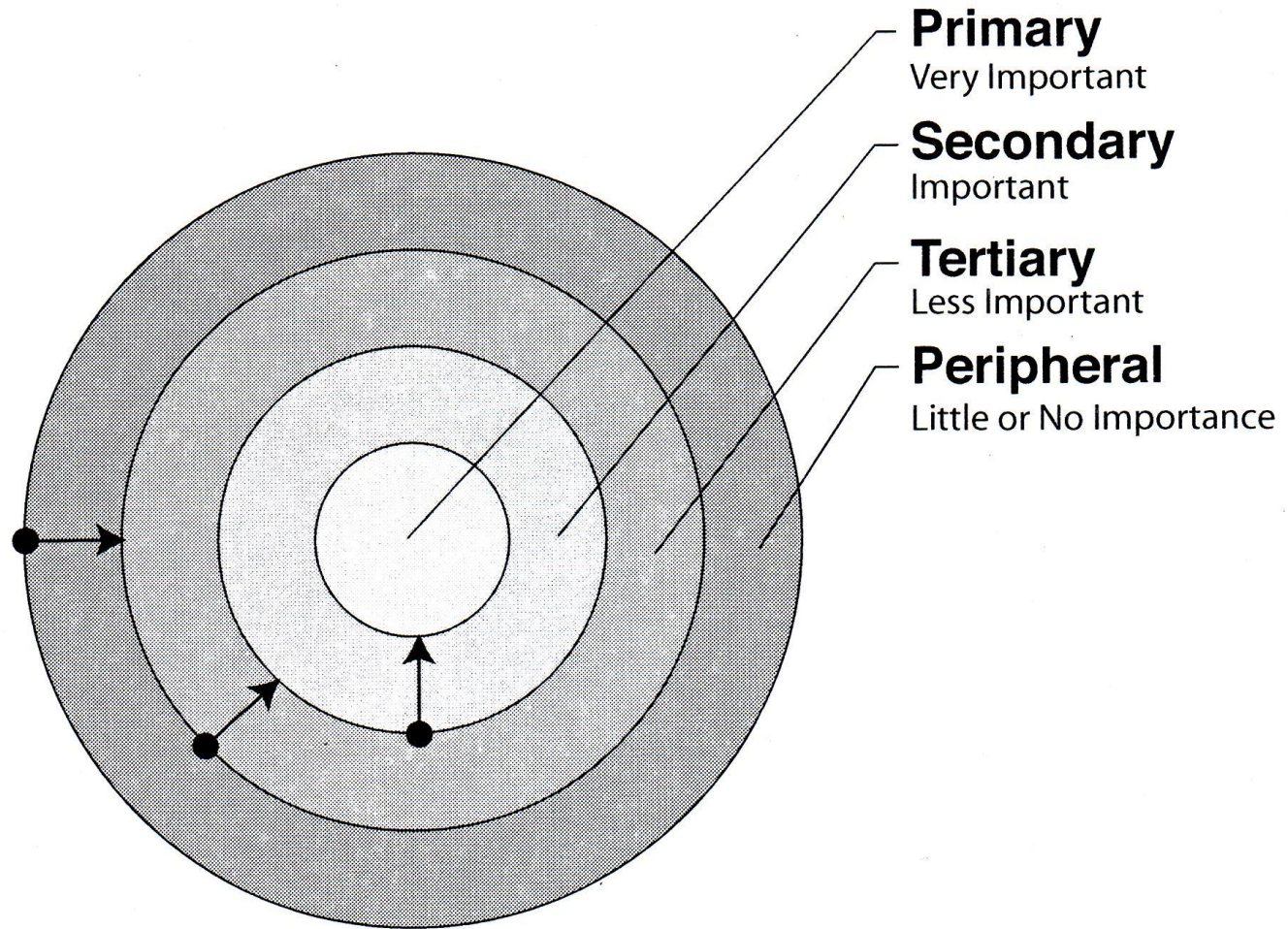
Developmental Stages of Community Building



Define Your Audience

- Who are the audiences we want and why?
- What makes the audience unique?
- Are peer leaders in the audience?
- What interests, motivates, and concerns your audience the most?
- How does the audience perceive your project?
- How can you enrich the lives of your audience?

Prioritizing Community-Building Audiences



● → = Activities that Stimulate Importance

Creating Targeted Messages

- Core messages should
 - *Resonate with the audience's beliefs and values.*
 - *Represent program beliefs and values.*
 - *Distinguish program from beliefs and values of potential opposition.*
- Message development
 - *Use language that is appropriate for audience.*
 - *Timing is everything*
 - *Use messages to promote benefits*
 - *Research is more accurate than intuition.*



Creating Communication Vehicles

- Print communication vehicles
 - *Brochures, posters and annual reports*
 - *Newsletters*
 - *Research and issue reports*
- Electronic communication vehicles
 - *Program website*
 - *E-newsletters, message boards, etc.*
 - *Video*



Mobilizing Community to Champion Your Program

- Peer-to-peer training or outreach events
- Parent-to-parent grassroots engagement
- Issue and policy advocacy

Creating a Community Building Budget

- Community building goals determine scope of services.
- Access resources available through partners and institution.
- Know costs, seek competitive pricing, pinch pennies.
- Build community building activities into future grant proposals.
- Create a line item budget to help monitor costs.



Resource Development

Resource Development: The practice of identifying, cultivating, and securing financial and human support for an organization.

- Direct Fundraising
- Grant Programs/Opportunities
- United Way/Federated Funds
- Federal, State or Local Government Sources
- Special Events
- Fee-for-Service
- Partnerships

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Five Parts of Resource Development

1. Pre-planning assessment/readiness
2. Case statement
3. Prospect research
4. Action planning
5. Implementation and monitoring